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## Edmonton Daily Bulletin.

MORNING EDITION

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1212—Bulletin Building, Edmonton.  
242—Bulletin Building, 220 Jasper Ave.  
250—Advertising Department.

**JOHN DOWDY, Editor.** **A. WEST, Manager.**

TUESDAY, OCTOBER 27, 1914.

The question which government is responsible for the protection of the country against treason is settled without reference to the Minister of Justice. The seizure of firearms belonging to persons of German and Austrian citizenship resident in Canada is being made by the mounted police acting under federal authority. The provincial government has been asked to assume any responsibility in the matter. If they did assume such responsibility that would the federal authorities say to them?

Count von Bernstorff has been assuring Washington that should Germany land troops in Canada, it would not be a violation of the Monroe doctrine, because the troops would be removed at the close of the war. The Count may succeed in convincing the "Yankees" on the point, but he is under a handicap in his missionary effort. A government which "backs its way through" a solemn treaty cannot be counted on with dead certainty to live up to the off-hand assurances of an ambassador, even though he be a Count. Since the invasion of Belgium the official word of Germany is not worth the paper it is written on; much less the unwritten word of Count von Bernstorff.

The meeting of Mayor McNamee and Alderman East may be regarded as a "come back" from one of the gentlemen to whom His Worship and his aldermanic adherents have been wont to refer as "the Pelican gang." The fact that they have been unseated does not of course convict the mayor and alderman of having had any improper motives in putting their money into the attempt to discover gas at Viking; any more than the fact that His Worship called them "gang" impugns the motives of those who sought to bring into use the gas at Pelican rapids. One good purpose the decision ought to accomplish. It should teach His Worship and the "gang" belated lesson that they cannot throw insults indiscriminately around the land scape without incurring reprisals. It is due to the unseated gentlemen to say that for shameful and shameful abuse of ratepayers in this and other connections neither of them has attained the high proficiency of Alderman Clarke.

Commissioner Booth's suggestion that the city establish the present chief of police in a three years' contract is a good one. A police chief has many more important duties to perform. If the public interest is to be served they must be performed with fear or favor. While it is possible that a man minded as is Chief Hill would act thus under any circumstances so long as he is chief, an easy pass of the imagination may very well bring up the idea that under possible conditions if he acted without fear or favor his position would become vacant on short notice. It is not for the city's good that such a condition should continue. We have an efficient and satisfactory administration of police affairs now. Most citizens would like that condition to continue. The surest way to have it continue is to make a contract with the man whose work is known and who has made good every day since he came on the job. We might try many times and not make as good a hit as was made in the case of Chief Hill and Deputy Chief Branton. When we have a good thing let us stick to it. We have picked a good many evils in our short but lurid career.

Calgary Herald: "So unusual is the occurrence, that editorial mention is made of the fact, that there is at least one satisfactory advertisement in the 'standards of Alberta.' Borden Government please note."

Calgary Herald: "By the first of next year Canada will be spending \$100,000 a day on war. That looks like a lot of money, but when one remembers 'the daily millions being spent by the government for the purpose of our own outlay takes on the appearance of a view through the small end of a telescope.' Once again, will the Dominion Government please take note."

It is to be regretted that an election to the Alberta Legislature is not being held at this time; not more from the fact that war conditions render it undesirable that political discussions should be entered upon, than because the death of the member, Mr. Charles Olin, was a distinct loss to the public life of Alberta. But it is necessary to the proper conduct of public affairs in the district that it should be represented in the legislature. And therefore it is desirable that there should be no undue delay than circumstances compel in the holding of the election. The longer an election contest continues, the more is likely to be said—and possibly that should not be said. No public interest could justify the delay, once it became a fixed fact that an election must be held. The Government is entitled to appeal for the support of the electors on its legislative and administrative record. Its road, railway, telephone, elevator, educational and agricultural policies are based on sound principles and have been successfully administered. The financial situation of the Province is in marked contrast to that of the city of Edmonton or the Province of Manitoba for instance, and gives especial credit to those strenuous and difficult times why a good record should be endorsed by the electors.

When war broke out the British Government put Britain's most experienced and best-known military leader in charge of the war office. There were two reasons. One was that the task of creating, transporting and supplying an army could be carried out better if it were placed absolutely in the hands of a man who knew how. The other was that the public had unbounded confidence in Lord Kitchener's ability to handle the task; and therefore with him at the head of the military organization, recruits would be secured more readily and the public would rest in greater assurance of the whole machine working smoothly and efficiently. If Canada's efforts are to produce the maximum of results the Canadian Government could do no better than follow the lead of the British Government, and put in charge of the Militia Department the man who most nearly holds in Canada the place Lord Kitchener holds in the judgment and confidence of the people of Great Britain. That man beyond all question is Col. Sam Steele. The position of Col. Steele is unique in Canada. He is the most experienced of our soldiers. His capacity has been tested and proven in a long career in the Mounted Police, in South Africa and in the Canadian Militia. He knows the soldier's business "from the ground up," and how to get the soldier, train him, and take care of him. And he has the confidence of the Canadian people, both as to military knowledge and capacity and as to sound sense and clear-minded and impartial devotion to the service. Under his direction the man who did his duty could rely upon getting a square deal, regardless of the political, personal or social "pull." That is a condition that must be established as regards the Militia Department if recruits are to be got of the kind and number the occasion calls for. There is not in his case—as there was in Lord Kitchener's—even a political reason to be raised against his inclusion in the Government, for he belongs to the same household of faith.

## As To Newspaper Advertising

Publicity is the right arm of trade. This is recognized by the enormous expenditures made to secure business publicity in various forms, such as a central or prominent business site; a handsome building; an attractive front; a striking sign; personal interviews by salesmen; colored posters on walls, in street cars or elsewhere; special displays of various kinds; special window attractions; catalogues; circulars; handbills, or newspaper advertisements. The aggregate amount spent in these several methods of securing publicity is enormous. Each dealer must of course choose for himself by which means or combination of means he can secure the most profitable results. The evidence is that the dealers of Edmonton are energetic advertisers, but that a majority of them choose other means of securing desired and necessary publicity than the columns of the daily newspapers. Excepting the larger departmental stores, it is a fair estimate that three times as much money is spent by the wholesale and retail dealers of Edmonton in the form of advertising than in the columns of the newspapers. In the belief that better results are secured by the use of these other methods of publicity.

In talking business matters with business men the question of value for value must be squarely settled. What is the value of newspaper advertising as compared with other forms of publicity? The value of the publicity is the selling. An ounce of demonstration is worth a pound of argument. The success of the departmental store is unquestioned. That success rests on newspaper advertising. By the newspaper the departmental store is able to reach each day an enormous number of people with statements of fact in convincing form at a minimum of cost. It is true that frequently the advertisement is supplemented by the catalogue, but the catalogue only follows. It does not displace the advertisement. To step from the great to the small. The employer needing labor and the worker needing employment find in the war advertisement of the daily newspaper the most effective and economical of publicity to meet their several needs. The pages of such advertisements in the newspapers of the largest cities demonstrate beyond argument that newspaper publicity is effective. In case of the judicial sale of land or other property the law requires newspaper advertising as being the only form of publicity fair alike to the public and to the parties concerned. The auction sale, whose success depends upon bringing people together at a certain place at a certain hour of a certain day for the purpose of buying certain articles, is always advertised in the newspapers. In all cases in which it is necessary to reach the general public with specific statements of fact that will be noticed and read, and at a minimum cost, the advertising columns of the newspaper are the only form of publicity fair alike to the public and to the parties concerned. The auction sale, whose success depends upon bringing people together at a certain place at a certain hour of a certain day for the purpose of buying certain articles, is always advertised in the newspapers. In all cases in which it is necessary to reach the general public with specific statements of fact that will be noticed and read, and at a minimum cost, the advertising columns of the newspaper are the only form of publicity fair alike to the public and to the parties concerned.

A newspaper is not a creative or productive industry. At the same time it has a recognized place in the scheme of modern civilization. It is in large measure a public institution, conducted in the interests of at least a section of the people, and possibly of the whole people. Its newspapers are the chief means of publicity pertaining to any city. Outsiders and visitors judge the city by its papers. Business and investment are attracted or repelled as the newspapers impress the visiting and investing public favorably or unfavorably. But its papers are more important in their contribution towards the conduct of the city's social, business and civic

life than in their function as publicity agents. Recognizing the newspaper as a necessity in its effect on the internal and external life of the city, it follows that as the paper is improved the city is benefited. It is good business for the city to have good newspapers.

While the results of the publication of a newspaper cannot be weighed in pounds or measured in yards—cannot be eaten or drunk or worn—its cost of production is measured in the same terms as that of any ordinary industrial enterprise. Plant must be secured, stock must be supplied, wages must be paid, or the newspaper cannot be published. The revenues to meet these charges come from two sources: Sales of papers to people who want to read them for the sake of the news or opinions contained, and sale or rental of space in their columns for publicity or advertising purposes. As newspapers are now conducted it may be roughly stated that one-third of the newspaper revenues are devoted to be derived from sales and two-thirds from advertising. Possibly this is not as it ought to be. Possibly in theory the newspaper subscriber should be charged for the cost of production and distribution of the paper that he wants to read. But in practice it has come to be universally accepted that the subscriber gets the paper for much less than its cost, and that the sale of space in the advertising columns makes up the cost of production. The business success of the paper, and therefore the measure of the ser-

## THE ONLY CURE FOR CONSTIPATION

Is "Fruit-a-Tive"—That Wonderful Remedy Made From Fruit Juices.

AVON, ONT., MAY 14th, 1913.  
"I have used 'Fruit-a-Tive' for Indigestion and Constipation for many years, and it has given me most excellent results, and they continue to be my only medicine. When I first started about six years ago to use them, I took four at a dose but gradually reduced the dose to one tablet at night, before taking 'Fruit-a-Tive'. The treatment was too harsh, I thought. I took salts and other pills but the trouble was too harsh. I thought I saw 'Fruit-a-Tive' advertised with a letter in which some one recommended them very highly, so I tried them, and I have no hesitation in recommending them."  
ANNIE R. CORRIET.  
Box 6, 6 for \$1.00, trial size, 3 for 50c. At all dealers or sent on receipt of price by Fruit-a-Tive Limited, Ottawa.

view it can render to the city of its publication, depends in two-thirds degree on the use of its advertising columns by the business houses of the city for publicity purposes.

A city as well as a business must have publicity to succeed. In hard times this is more marked the case than when times are good. The city whose newspapers make the best showing of the business done and doing in it are giving the city its best publicity—the only publicity that is any good under present conditions. This publicity can only be given by the business men using the advertising columns of the news. The newspapers may say all they like about the city and its business, but unless their assertions are borne out by the use made by business men of their advertising columns their statements are contradictory. If a dollar that must be spent can be



## A Mistress of Needle Craft Here To Preside, Preach and Practice

MISS SHUTE WILL SHOW YOU "HOW" ON MONDAY, TUESDAY, WEDNESDAY, THURSDAY, FRIDAY OR SATURDAY AFTERNOON, BETWEEN 3 AND 5.30 P.M.

Hundreds of readers will learn this news with a flush of pleasure for 5.00 cents only. You will, with a multitude of little perplexities pop into being when one sits down to "work" some tiny little thing in the daintiest possible of designs and stitches.

## KNOW THE SECRET OF THE LAZY DAISY STITCH—LONG AND SHORT—THE SATIN—AND THE ROPE STITCH!

At these needleworking matinees, which you like to take them—between the hours given, every day next week, Miss Shute will show these in every tiny detail—many others, too. Patch your own needle and embroidery hoops if you wish—use the other materials needed.

WON'T YOU COME THEN?—MONDAY TO START!

**The Hudson's Bay Company**

The business man who uses the advertising columns of the newspaper is helping the city as well as himself, and in doing so is fairly entitled to a preference on the part of the purchasing public over those who do not use newspaper advertising as a means of publicity. In times like the present every point counts. If a dollar that must be spent can be spent to help the city at large, and therefore the person spending it, as well as the business man who gets it, self-interest and civic interest combine to say it should be so spent. Help the men who help the city. By helping the city you help yourself.

GLACE FACTORY RE-OPENED.  
Gloucester, N.Y. Oct. 25—Re-opened all the Glace factories which closed last week because of the strike of 1,600 cutlery re-ground makers.

# A TALK TO CANADIANS ABOUT WAR NEWS

THE LITERARY DIGEST is known throughout the United States and Canada as a great illustrated weekly. The idea of each number is to gather up and edit the news of the world for one week—everything printed worth reprinting. THE LITERARY DIGEST receives every important newspaper and illustrated journal published in Europe and its editors reproduce for its readers the news of the war as presented in London, in Paris, in Berlin, in Vienna, in Rome, in Petrograd, in New York, in Washington, and other news distributing centres. It reproduces maps, pictures, documents, speeches, editorials—everything important about the war from all points of view. Canadians will find in THE LITERARY DIGEST the most satisfying war news published in any journal in the world. Has one million readers.

BUY from your NEWS-DEALER: Price 10 Cents. (Published Weekly)

If for any reason your news-dealer does not carry THE LITERARY DIGEST or if you are living distant from a city or town send to the publication office (354 FOURTH AVENUE, NEW YORK) the sum of \$3.85 and your subscription will be entered for one year (\$2 numbers). The publishers make this guaranty: If at the end of two months you should wish to cancel your subscription a notice to this effect will bring you by return mail the full amount paid (\$3.85).

# The Literary Digest

FUNK & WAGNALLS COMPANY (Publishers of the Famous New Standard Dictionary) NEW YORK



# WHY KEEP THE "DON'T NEED THINGS" WHEN A BILLION WANT THEM? NEGOTIATE!

## FRATERNAL ORDERS

**EDMONTON LODGE, NO. 4**  
U. F. & A. M. G. R. A.  
Regular meeting each  
Thursday of each month  
at 8 o'clock

**NORTH STAR CHAPTER**  
U. F. & A. M. G. R. A.  
Regular meeting each  
second Tuesday of each  
month at 8 o'clock in  
Hall, room 12, Main  
W. F. & A. M. G. R. A.  
Phone 127. Seville, B. 112

**EDMONTON PRECEPTORY**  
No. 4  
Regular meeting held on  
the first Wednesday of  
each month in Main  
Hall, Room 12.

**P. O. BOX 675, REGISTRAR.**  
W. F. & A. M. G. R. A.  
Will hold regular meet-  
ings every Tuesday at 8  
o'clock in Main Hall, Room 12.  
W. F. & A. M. G. R. A.  
W. H. JACKLIN, D. G.

**BROTHERHOOD OF AMERICAN**  
SOCIETY  
Meet in Main Hall, Room 12,  
on Wednesday 8 p.m.  
Phone 127. Seville, B. 112

**INDEPENDENT ORDER OF FORESTERS.**  
If applying for initiation,  
you must send an \$1.00, payable  
to the Order, to the Secretary,  
206 20th St., Phone 127.

**LOST**  
Herald's lost dog, white, with  
black spots on neck and  
ears. Answering to name of  
"Hank." Anyone detaining this dog  
after this notice will be liable to  
prosecution. Contact, 206 20th St.,  
Phone 127.

**LOST—Saturday, Oct. 24, a black and  
white cat, with white spots on  
its back and white spots on its  
ears. Answering to name of "Hank."  
Anyone detaining this cat after  
this notice will be liable to  
prosecution. Contact, 206 20th St.,  
Phone 127.**

**LOST—lost book, with initials "J. A. & J. F. Fisher, 1000 10th St.,  
Edmonton, Alberta. Anyone  
detaining this book after this  
notice will be liable to  
prosecution. Contact, 206 20th St.,  
Phone 127.**

**LOST—lost book, with initials "J. A. & J. F. Fisher, 1000 10th St.,  
Edmonton, Alberta. Anyone  
detaining this book after this  
notice will be liable to  
prosecution. Contact, 206 20th St.,  
Phone 127.**

**FOUND**  
Found—place where index and gen-  
eral ledger of the "Edmonton Daily  
Bulletin" were lost. Anyone  
detaining these books after this  
notice will be liable to  
prosecution. Contact, 206 20th St.,  
Phone 127.

**PERSONAL**  
FURNITURE REPAIRER, REMODELER  
All work guaranteed. Furniture  
tongues and drawers changed.  
Refrigerators, stoves, and  
bathrooms, tiled. Call  
J. H. Fisher, 1000 10th St.,  
Edmonton, Alberta. Phone 127.

**PERSONAL—May you want to save money**  
on your clothing? You can, by  
buying from the "Edmonton Daily  
Bulletin" Clothing Store. We  
sell the best quality clothing at  
the lowest prices. Call  
J. H. Fisher, 1000 10th St.,  
Edmonton, Alberta. Phone 127.

**DE. E. L. CARRER HAS REMOVED TO**  
his new office, 1000 10th St.,  
Edmonton, Alberta. Phone 127.

**MADAME LIL-SONA, Tailor, whose**  
specialty is in making  
suits, dresses, and  
children's clothing. Call  
J. H. Fisher, 1000 10th St.,  
Edmonton, Alberta. Phone 127.

**REPAIR DRIVEN CUTTING**  
and sewing. Call  
J. H. Fisher, 1000 10th St.,  
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## SITUATIONS WANTED

**WANTED—Dressmaking by the day.**  
Experienced dressmaker. Phone 127.

**TEACHERS WANTED**  
TEACHER WANTED—Experienced in  
English and arithmetic. Phone 127.

**TEACHER WANTED—Experienced in**  
English and arithmetic. Phone 127.

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## ROOMS TO RENT

**NICE FURNISHED ROOMS AND**  
bathrooms. Call 127.

**FOR RENT—Clean, comfortable**  
rooms. Call 127.

**FOR RENT—Clean, comfortable**  
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## HOUSES TO RENT

**FOR RENT—Four roomed modern house**  
with bath. Call 127.

**FOR RENT—Clean, comfortable**  
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**FOR RENT—Clean, comfortable**





# Winnipeg Rowing Club to Meet Regina in Final Game

No Attention Was Paid by Pres. Patterson to Ridiculous Offer From Calgary Tigers—Quarantines of \$500 to Ineligible Clubs Are Not Hanging on Trees. This Session—Tigers Must Content Themselves With Games Against Edmonton Champions

Edmonton, October 26. In this morning's mail, R. W. Patterson, secretary of the Manitoba Rowing Club, advised the Winnipeg Rowing Club that they were to meet the Regina Rowing Club in a final game of the Western Canada championship and play the first game in the series at Regina on Monday at 10 o'clock. Patterson said that the Regina Rowing Club had been defeated by the Winnipeg Rowing Club in a game played at Regina on Monday at 10 o'clock. Patterson said that the Regina Rowing Club had been defeated by the Winnipeg Rowing Club in a game played at Regina on Monday at 10 o'clock. Patterson said that the Regina Rowing Club had been defeated by the Winnipeg Rowing Club in a game played at Regina on Monday at 10 o'clock.

Winnipeg vs. Regina. The Winnipeg Rowing Club will defend the Western Canada championship and will play the Regina Rowing Club in a final game of the series at Regina on Monday at 10 o'clock.

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# SPORTING NEWS

Edited by F. H. McPHERSON

## SPORTING COMMENT

Then the attention of the "Amateur" before which thousands have quailed at political speeches, could not keep the question of the football at Saturday's rugby match.

Harry Pollock, manager for Freddie Webb, has died a position in the rugby world. Harry's manager is \$15.75, and his creditors will divide the assets, \$4 in cash in a few American banks. It was in Pollock's apartment that the "Amateur" was first informed on Friday and the four men who had been in the room.

Something was said about the fact that the "Amateur" was first informed on Friday and the four men who had been in the room. The "Amateur" was first informed on Friday and the four men who had been in the room.

George Burdon, hockey player, a member of the Edmonton Quakers Club, has been elected to the position of president of the club. He was elected to the position of president of the club.

It was learned yesterday that the "Amateur" was first informed on Friday and the four men who had been in the room. The "Amateur" was first informed on Friday and the four men who had been in the room.

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## AT PRACTICE

Victorious Students Are Hard at Work Preparing for the Debut Game

The Varsity squad are at work as usual last evening, all the players having come through Saturday's gruelling contest without any serious injuries. Coach Edwards, McArthur and Powell were on hand early in the morning, when the players were sent through a series of practice runs, for a good hour, before the actual game was played.

Coach Edwards has taken the Inter-mediate under his wing and is grounding them for a series with the Varsity Inter-mediate champions. The Varsity Inter-mediate champions are the Varsity Inter-mediate champions.

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# Civics Had Twenty Men In Uniform Last Evening

Saturday's Defeat Has a Beneficial Effect on the Attendance at Practice—Clark, Elliott, Raymond, Tricky and McEwen Welcome Additions to the Squad—Calgary Tigers Take Extra Week's Delay in Good Part—Frank McHugh Renews His Offer For a Studden Death Game at Glenora

Perhaps Saturday's defeat at the hands of the Varsity fourteen was a benefit to the civics, inasmuch as the team was not so badly defeated as they were in the previous game. The civics were not so badly defeated as they were in the previous game.

Clark, Elliott, Raymond, Tricky and McEwen were the only members of the squad who were not injured in the game. Clark, Elliott, Raymond, Tricky and McEwen were the only members of the squad who were not injured in the game.

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## TO LET CARDS

FURNISHED ROOMS FOR SALE OR RENT OFFICE FOR RENT

For Sale at the EDMONTON BULLETIN Price the Business Office

GRAND TRUNK PACIFIC Old Country Excursions

Nov. 7th to Dec. 31st, 1914. to England, Ireland, Scotland and Wales.

ALL ATLANTIC SEAPORTS in connection with ALL STEAMSHIP LINES

GRAND TRUNK PACIFIC RAILWAY New to the time to obtain quotations.

Fire Insurance Covers All Fire Losses

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McGee & Chauvin

McGee & Chauvin

## C. IRGENS BEAT CAPTAIN CLIFF AT THE EMPIRE

Score Was 150-123—D. A. Kirkland Offers Trophy For English Billiard Tournament

Chris Irgens defeated Cliff Kirkland in the English billiard tournament at the Empire Billiard hall last evening, the score being 150 to 123. The game was the longest in the tournament, neither player being in particularly good form. Irgens made the high run of the game, 142.

Tommy Arthur, King and Dr. Young will play another three games for the trophy for the prize given by the Empire Billiard hall. The game was the longest in the tournament, neither player being in particularly good form. Irgens made the high run of the game, 142.

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## CUMMINGS RODE TWO WINNERS AT CALGARY MEET

Piloted McClinton and Nevills to Victory on Closing Day—Turk Club Races

Speed at the Bulletin. CALGARY, Oct. 26.—The fall race meet of the Calgary Turf Club was brought to a conclusion today, a splendid program being ended by a very meagre turnout of spectators.

McClinton and Nevills were the winners of the closing day race. The race was the longest in the tournament, neither player being in particularly good form. Irgens made the high run of the game, 142.

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## ENGLISH LEAGUE WON

London, Oct. 26.—Appropos to the remarkable enthusiasm shown in Canada in raising the second English League, the following statement is made by the English League.

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## DONALDSON LINE

TO SCOTLAND, LOW RATES, GOOD SERVICE

One-class cabin only \$25 in Glasgow and \$25.50 from Glasgow; third-class \$15.00 from Glasgow.

TO SCOTLAND, LOW RATES, GOOD SERVICE

One-class cabin only \$25 in Glasgow and \$25.50 from Glasgow; third-class \$15.00 from Glasgow.

TO SCOTLAND, LOW RATES, GOOD SERVICE

One-class cabin only \$25 in Glasgow and \$25.50 from Glasgow; third-class \$15.00 from Glasgow.

## Excursions to the Old Country

Return Rate, \$10.00 to Montreal, \$12.00 to Quebec, \$14.00 to St. John, \$16.00 to Halifax, \$18.00 to Portland, \$20.00 to New York.

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Covers All Fire Losses

McGee & Chauvin

McGee & Chauvin



Do you name these varieties? They are each the best of Canada's world-famed Apples. Each has distinctive qualities. Can you name them? Do you know a McIntosh Red from a Fameuse? A Gravenstein from a Ben Davis?

Should you not know more about Canada's National Fruit? The great, luscious, juicy apples that we harvest in the sun-drenched valleys from Okanagan to Annapolis are the world's best. Even Ben Davis, creator of famous American varieties, praises them.

Our Northern climate is especially good for growing fruit. You have the favor, and still further South even their color. You have the favor, and still further South even their color. You have the favor, and still further South even their color.

